

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

5 **LISTING OF CLAIMS:**

1-167. (CANCELLED)

168. (PREVIOUSLY AMENDED) A system for displaying programming material to a user, the system comprising:

10 a printed business card having at least one machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded  
15 signal in response to the recognition of said machine recognizable feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

20 a display unit for presenting said programming material.

169. (CURRENTLY AMENDED) A system as defined in claim 163 wherein said at least one machine recognizable feature has

associated therewith a data link which is recognized by  
said feature recognition unit.

170. (ORIGINAL) A system as defined in claim 168 wherein  
5 said data link comprises an image data link.

171. (ORIGINAL) A system as defined in claim 168 wherein  
said data link comprises a video data link.

10 172. (ORIGINAL) A system as defined in claim 168 wherein  
said data link comprises a programming data link.

173. (ORIGINAL) A system as defined in claim 168 wherein  
said data link comprises a sound data link.

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174. A system as defined in claim 168 wherein said data  
link comprises an online data link.

175. (ORIGINAL) A system as defined in claim 168 wherein  
20 said data link comprises a online shopping data link.

176. (ORIGINAL) A system as defined in claim 168 wherein  
said data link comprises a pictorial data link.

177. (ORIGINAL) A system as defined in claim 168 wherein  
said data link comprises an electronic data link.

178. (ORIGINAL) A system as defined in claim 168 wherein  
5 said data link comprises an electronic media link.

179. (ORIGINAL) A system as defined in claim 168 wherein  
said data link comprises an "information superhighway" data  
link.

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180. (ORIGINAL) A system as defined in claim 179 wherein  
said "information superhighway" data link comprises the  
internet.

15 181. (ORIGINAL) A system as defined in claim 179 wherein  
said "information superhighway" data link comprises the  
world wide web.

182. (ORIGINAL) A system as defined in claim 179 wherein  
20 said "information superhighway" data link comprises a  
computer network.

183. (PREVIOUSLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises an integrated services digital network (ISDN).

5 184. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a telephone line.

185. (PREVIOUSLY AMENDED) A system as defined in claim 179  
10 wherein said "information superhighway" data link comprises a cable television (CATV) line.

186. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a local  
15 area network.

187. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a wide  
area network.

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188. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.

189. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

5 190. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.

191. (ORIGINAL) A system as defined in claim 179 wherein  
10 said "information superhighway" data link comprises a wireless network link.

192. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a  
15 Wireless Application Protocol internet.

193. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises an ethernet network.

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194. (CURRENTLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises a radio frequency ("RF") cellular network.

195. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

5 196. (ORIGINAL) A system as defined in claim 165 wherein said bar code comprises a Universal Product Code.

197. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an  
10 invisible bar code.

198. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

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199. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

20 200. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

201. (ORIGINAL) A system as defined in claim 163 wherein  
said at least one machine recognizable feature comprises a  
pictorial icon.

5 202. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises an  
invisible indicia.

203. (ORIGINAL) A system as defined in claim 168 wherein  
10 said at least one machine recognizable feature comprises a  
two-dimensional figure.

204. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises an  
15 icon.

205. (ORIGINAL) A system as defined in claim 168 wherein  
said at least one machine recognizable feature comprises an  
invisible icon.

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206. (ORIGINAL) A system as defined in claim 166 wherein  
said at least one machine recognizable feature comprises a  
watermark.

207. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

5 208. (ORIGINAL) A system as defined in claim 207 wherein said invisible watermark comprises a digital watermark.

209. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a  
10 series of alphanumeric characters.

210. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

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211. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

20 212. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.



213. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a code.

5 214. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an on line shopping product code.

215. (ORIGINAL) A system as defined in claim 168 wherein  
10 said at least one machine recognizable feature comprises a home shopping product code.

216. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an  
15 online shopping service code.

217. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

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218. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

219. (ORIGINAL) A system as defined in claim 163 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

5 220. (ORIGINAL) A system as defined in claim 168 wherein said programming material comprises a service.

221. (CURRENTLY AMENDED) A system as defined in claim 220 wherein said service includes displaying promotional  
10 programming material on said display unit of a user.

222. (ORIGINAL) A system as defined in claim 220 wherein said service includes displaying a Web page related to an organization printed on said business card.

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223. (ORIGINAL) A system as defined in claim 220 wherein said service includes displaying a Web page related to a plurality of individuals printed on said business card.

20 224. (ORIGINAL) A system as defined in claim 220 wherein said service includes conducting an interaction with a plurality of individuals listed on said business card via a telephone.

225. (ORIGINAL) A system as defined in claim 220 wherein said service includes conducting an interaction with a plurality of individuals listed on said business card via an online communication chat link.

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226. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a personal computer.

227. (ORIGINAL) A system as defined in claim 226 wherein  
10 said personal computer comprises a laptop computer.

228. A system as defined in claim 163 wherein said display unit comprises a television.

15 229. (ORIGINAL) A system as defined in claim 163 wherein said display unit comprises a device containing a microprocessor.

230. (ORIGINAL) A system as defined in claim 229 wherein  
20 said device containing a microprocessor is hand-held.

231. (ORIGINAL) A system as defined in claim 229 wherein said device containing a microprocessor is portable.

232. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a personal digital planner.

233. (ORIGINAL) A system as defined in claim 168 wherein  
5 said display unit comprises an internet appliance.

234. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a cellular telephone.

10 235. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a wireless communication  
device.

236. (ORIGINAL) A system as defined in claim 168 wherein  
15 said display unit comprises a simulated book.

237. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises an intelligent terminal.

20 238. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a web-based television.

239. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a pager.

240. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

5 241. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said feature recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital  
10 camera, a digital mouse and an optical mouse.

242. (CURRENTLY AMENDED) A system as defined in claim 241 wherein said feature recognition unit is linked to a personal computer.

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243. (CURRENTLY AMENDED) A system as defined in claim 241 wherein said feature recognition unit is linked to a wireless interface.

20 244. (ORIGINAL) A system as defined in claim 243 wherein said wireless interface comprises a wireless network.

245. (ORIGINAL) A system as defined in claim 244 wherein said wireless network comprises a cellular network.

246. (ORIGINAL) A system as defined in claim 243 wherein said wireless interface comprises a cellular telephone.

5 247. (ORIGINAL) A system as defined in claim 243 wherein said wireless interface comprises a pager.

248. (ORIGINAL) A system as defined in claim 243 wherein said wireless interface comprises a wireless personal  
10 computer.

249. (ORIGINAL) A system as defined in claim 243 wherein said wireless interface comprises a personal digital assistant.

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250. (CURRENTLY AMENDED) A system as defined in claim 241 wherein said feature recognition unit is linked to a personal digital assistant.

20 251. (CURRENTLY AMENDED) A system as defined in claim 241 wherein said feature recognition unit is linked to an Internet appliance.

153. (CURRENTLY AMENDED) A system as defined in claim 241 wherein said feature recognition unit is linked to a television set.

5 153. (CURRENTLY AMENDED) A system as defined in claim 241 wherein said feature recognition unit comprises a portion of a cellular telephone.

154. (CURRENTLY AMENDED) A system as defined in claim 241  
10 wherein said feature recognition unit comprises a portion of a personal digital assistant.

155. (CURRENTLY AMENDED) A system as defined in claim 241 wherein said feature recognition unit comprises a portion  
15 of a remote control unit.

156. (CURRENTLY AMENDED) A system as defined in claim 241 wherein said feature recognition unit comprises a portion of a handwriting implement.

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257. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a printed business card;

5 scanning said machine recognizable feature of said printed business card; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said printed  
10 ~~printed~~ business card.

258. (ORIGINAL) The method of claim 257 wherein said communication link includes the Internet.

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259. (CURRENTLY AMENDED) The method of claim 257 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~  
20 invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.



250. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed business card, comprising the steps of:

5           imprinting a machine recognizable feature within said printed business card, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

10           scanning said machine recognizable feature within said printed business card and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

          accessing programming material from said remote server; and

15           transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed business card.

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261. (ORIGINAL) The method of claim 260 wherein said programming material comprises multimedia.

262. (CURRENTLY AMENDED) The method of claim 260 wherein  
said machine recognizable feature is selected from a group  
consisting of a bar code, a universal product code,  
invisible bar code, magnetic code, printed character,  
5 symbol, ~~icon~~, invisible indicia, two-dimensional figure,  
icon, invisible icon, watermark, invisible watermark,  
digital watermark, series of alphanumeric characters,  
binary code, ~~digital watermark~~, magnetic strip, code,  
analog pattern, and hieroglyphic character.--

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